

## ORDER



**KSNV**

<b>Orders</b>	<b>Order / Rev:</b>	<b>105751</b>
	Alt Order #:	06844671
	Product Desc:	AFF- SENATE
	Estimate:	515
	Flight Dates:	08/22/12 - 08/28/12
	Original Date / Rev:	08/21/12 / 08/21/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services, Inc.</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmont Ave.
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	American Future Fund
	Demographic:	A35+
	Product Codes:	PLI2
	Priority:	1
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	35	\$31,275.00	\$26,583.75
08/27/12	08/28/12	17	\$15,800.00	\$13,430.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	35	\$31,275.00	\$26,583.75	0.00
September 2012	17	\$15,800.00	\$13,430.00	0.00
<b>Totals</b>	<b>52</b>	<b>\$47,075.00</b>	<b>\$40,013.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

KSNV	33%	\$47,075.00
Market	100%	\$142,651.52

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$45,648.48
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	26%	\$37,089.39
KTUD	0%	\$0.00
KVVU	9%	\$12,838.64
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	GM	6-7a	--TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE UP															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					

Order / Rev: 105751  
 Alt Order #: 06844671  
 Flight Dates: 08/22/12 - 08/28/12

Advertiser: American Future Fund  
 Product Desc: AFF- SENATE  
 Estimate: 515

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$1,000.00		0.00						
E 2	KSNV	08/23/12	08/24/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$1,500.00		0.00						
E 3	KSNV	08/23/12	08/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$900.00		0.00						
E 4	KSNV	08/23/12	08/24/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	---TF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$450.00		0.00						
E 5	KSNV	08/23/12	08/24/12	Dr. Phil Dr Phil	CM	3-4p	---TF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	3		\$450.00		0.00						
E 6	KSNV	08/23/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$1,200.00		0.00						
E 7	KSNV	08/23/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	---TF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	3		\$1,300.00		0.00						
E 8	KSNV	08/23/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$1,100.00		0.00						
E 9	KSNV	08/23/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	---TF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	3		\$750.00		0.00						
E 10	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	1		\$350.00		0.00						
E 11	KSNV	08/25/12	08/25/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	1		\$625.00		0.00						
E 12	KSNV	08/25/12	08/25/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	2		\$650.00		0.00						
E 13	KSNV	08/25/12	08/25/12		CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Weekend Jeopardy/Wheel WKND Jeop/Wheel															
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	2		\$500.00		0.00						
E 14	KSNV	08/25/12	08/25/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	1		\$375.00		0.00						
E 15	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	1		\$1,100.00		0.00						
E 16	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$625.00		0.00						
E 17	KSNV	08/26/12	08/26/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$3,000.00		0.00						
E 18	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATEHWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$500.00		0.00						
E 20	KSNV	08/26/12	08/26/12	News 3 Live in Prime News	CM	7-10pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS POST FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$1,100.00		0.00						
E 21	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$1,100.00		0.00						
E 22	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$400.00		0.00						
E 23	KSNV	08/27/12	08/28/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	MT-----	2		\$1,000.00		0.00						
E 24	KSNV	08/27/12	08/28/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	MT-----	1		\$1,500.00		0.00						
E 25	KSNV	08/27/12	08/28/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MT-----	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	MT-----	2		\$900.00		0.00						
E 26	KSNV	08/27/12	08/28/12		CM	10am-11am	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00

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Advertiser: American Future Fund  
Product Desc: AFF- SENATE  
Estimate: 515

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show III 4th H											
				Today 4th Hour											
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$450.00		0.00			
E 27	KSNV	08/27/12	08/28/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$450.00		0.00			
E 28	KSNV	08/27/12	08/28/12	M-F Early News	CM	5-630p	MT-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$1,200.00		0.00			
E 29	KSNV	08/27/12	08/28/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$1,300.00		0.00			
E 30	KSNV	08/27/12	08/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$1,100.00		0.00			
E 31	KSNV	08/27/12	08/28/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$750.00		0.00			
													Totals	52	\$47,075.00